

# Plain Talks & News



NOVEMBER, 1967

## THE BOUNTY OF **SAM RAYBURN DAM**

RECREATION - WATER CONSERVATION - ELECTRICITY



## Everything's Jake at Jennings

LAST MONTH'S FRANCHISE election in Jennings held up the magic mirror that reflects public opinion of a company's image. This most sensitive of all mirrors reflected a radiantly healthy Mr. and Mrs. Gulf Stater.

Citizens of Jennings voted to grant us a new 25-year franchise by an overwhelming majority of 583 to 7. This indicates that the 55 men and women who man this Gulf States district have done and are doing an excellent job of providing good service.

Further, it means that members of the Gulf States family are good citizens 365 days a year and, almost literally, 24 hours a day.

For a public service organization like ours, nothing could be more gratifying than the citizenry of a community saying, "Nice going, Gulf States. We want you as our electric company for another quarter of a century."


In effect, that's what Jennings told us on October 17. Thanks, Jennings, and thanks to the 55 Jennings residents who are Mr. and Mrs. Gulf Stater in that area.

## Doubletalk, NRECA Style

A classic example of bureaucratic doubletalk can be found on pages 28 and 30 of the November issue of Rural Electrification, the mouthpiece for the National Rural Electric Cooperative Association (NRECA).

On page 28, an editorial quotes Senator Metcalf as saying "Utilities profess that they live in a goldfish bowl. Nothing is further from the truth, however. They move quietly and efficiently to kill off studies of their operations. You can't find out who owns power companies. You can't find out who is on their payroll. You can't find out the details on how they spend the money they collect from their captive customers."

Sound ridiculous? Wait. Now turn to page 30, where the NRECA economist writes: "In the past, members of Congressional Committees have asked NRECA to provide information on the amount of internal financing being done by REA borrowers. We have alluded to a figure of \$40 to \$50 million a year **but we were never quite sure what the amount actually is.** An analysis of 1965 Annual Statistical Report suggests rural electric systems **might** be investing **substantial** amounts of internal funds in plant **somewhere around \$80 million.** **This is, however, an educated guess at best...**" (Emphasis ours.)

We've long known that the advocates of a nationalized electric system are dedicated and persistent. But to accuse our industry of subterfuge on one page of their publication and two pages later admit they don't quite know what's happening to millions of dollars; well, you be the judge, folks! 



# News Briefs

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## FORMER EMPLOYEE PRINTS

### MASTER'S THESIS ON GSU

A thesis for a master's degree written by former employee Howard Ricks Fussell about GSU has been published by the Texas Gulf Coast Historical Association, a nonprofit educational corporation. The thesis was written for a degree in history at Lamar Tech and is titled "A History of Gulf States Utilities Company, 1912-1947." This is the first master's thesis published from the graduate school at Lamar Tech. Fussell worked in the advertising department in Beaumont before resigning in 1965. He is now at LSU Law School working toward a law degree. Mrs. Howard Fussell is employed in customer accounts in our Baton Rouge office.

## CONSUMER ASSEMBLY

### HAS WIRES CROSSED

A loosely-organized group called Consumer Assembly met in Washington D. C. November 3 and heard Senator Lee Metcalf repeat his "overcharge" attack on investor-owned electric utilities, and urge the creation of a "committee of one thousand" in each state to work for lower rates. The meeting was short-circuited somewhat by the fact that news media had been given both sides of the story as utility companies, including GSU in this area, provided factual statements concerning the charge and its questionable background. The result could be seen in the Orange, Texas Leader newspaper editorial which pointed out that over the past 25 years, when the cost of living more than doubled, the average price of a kilowatt of residential electricity was reduced by nearly half.

The editorial said in part: "On several occasions, the Federal Power Commission has commented favorably on the electric utility industry's price record. Despite this record, there are those advocates of government-financed, tax-free electric power operations who seem never to tire of making baseless accusations of "overcharge" against taxpaying, investor-owned electric power companies. The recent effort through an organization calling itself "Consumer Assembly" to make it appear that anything over a six per cent return constitutes an "overcharge" has been discredited by a number of regulatory experts, including the FPC. The cost of borrowing money is itself currently in excess of six per cent."



PHYSICIST CITES PROGRESS  
IN GSU SPONSORED RESEARCH

electric utility companies is contributing "most significantly to the effort to harness the power of the hydrogen bomb for peaceful purposes." Dr. Marshall N. Rosenbluth, who occupies the chair once held by Albert Einstein at the Institute for Advanced Study in Princeton, N. J., was one of the featured speakers at the ninth annual meeting of the Division of Plasma Physics of the American Physical Society at the University of Texas in November. Some 650 physicists from the U. S. and foreign countries attended the meeting which was co-sponsored by the university and the Texas Atomic Energy Research Foundation, of which GSU is a member. Scientists at the university are doing research sponsored by the TAERF on controlling nuclear fusion for peaceful uses, one of which could be the generation of electricity.

One of the world's leading nuclear physicists said in Austin that research being sponsored by GSU and nine other investor-owned

HOUSE APPROVES NEW  
SOCIAL SECURITY BILL

about 12-1/2 per cent for 24 million elderly, dependents, disabled and survivors. Minimum benefit would be increased from \$44 to \$50. The Chamber of Commerce of the United States recommends increasing benefits about 9.4 per cent to offset the rise in cost of living. To pay for the benefits the bill would increase the taxable wage base from \$6,600 to \$7,600 next year and would raise the present tax rate of 4.85 per cent to 5 per cent in 1973. The Chamber's position is that if additional tax revenues are needed, the tax rate should be increased, but the taxable wage base should be held at \$6,600. The Chamber said any increase in the present taxable wage base should be deferred until median earnings (now \$6,200) reach \$6,600. At such time Congress should consider whether there needs to be a further increase in the base.

The House of Representatives approved a Social Security Bill on August 17 by a 415 to 3 vote. The bill would increase benefits





**Our Cover**  
Each of the fish on this month's cover is composed of pictures depicting things Rayburn Dam has brought to our service area. Recreation, Electricity, and Water Conservation are the bounty of Rayburn Dam.

## Plain Talks and News • Vol. 45, No. 11 • November, 1967



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Rayburn Dam p. 4



Lights Out p. 16



Mayor

p. 8

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# SAM





# RAYBURN DAM

## Vacation Paradise in East Texas

When one thinks of East Texas he usually doesn't conjure up visions of white sand beaches, mile upon mile of beautiful blue-green water, an elegant marina and sailboats gliding across the horizon.

The construction of Sam Rayburn Dam and Reservoir, however, brought all of these to this Southeast Texas section of the area we serve.

The sight of 114,500 acres of glimmering water stretching out along 560 miles of forested shoreline may startle the person visiting Rayburn for the first time. One hardly expects to drive out of a thick, pine forest into a veritable water paradise.

Fishermen watch their lines, or reel them in cautiously, intently waiting for the big tug which tells them that one of the large white perch or battling bass, for which Rayburn is becoming nationally famous, has taken his bait. Skiers zip across the waves, campers spread their picnic lunches and youngsters romp at the water's edge.

Sam Rayburn Dam, originally named McGee Bend Dam, is located 10 miles northwest of Jasper, Texas on the Angelina River. Construction on the project, began September 7, 1953, and deliberate impoundment of water was begun in 1955. It was built at a cost of more

than \$63 million with the Lower Neches River Valley Authority (LNVA) sharing some of the expense. As part of the construction plan, two 26,000 kilowatt hydroelectric generators were installed.

The dam's purpose is primarily to provide flood control and water storage. Rayburn provides reasonable control of the maximum flood of record in the Neches River Valley. It, therefore, reduces flooding almost entirely on the Angelina River below the dam site, and affords considerable protection to the city of Beaumont and the surrounding territory.

Recreation facilities available to the general public at Rayburn include many parks and campsites with rest-room and shower facilities located nearby. A marina where boats and motors may be rented, a pier for fishing, many boat launching sites, restaurants, grocery stores and snack bars are conveniently located throughout the area.

A nine hole golf course has recently been completed and is available to all for the price of a green fee. An olympic sized swimming

pool and a wading pool for tots are open to the public, and tennis courts were built recently.

A tremendous increase in tourist flow within the area has been noted. Several tourist motels

### Fisherman's Luck Blamed on GSU

Recently the Company has been unjustly criticized for the low water level in the reservoir at Sam Rayburn Dam and the resulting poor fishing. Gulf States has absolutely no control over the amount of water allowed to flow through the dam and down the Neches River.

Sam Rayburn Dam is operated and controlled by the United States Corps of Engineers. Releases of water are made at the request of the Lower Neches River Valley Authority (LNVA) to meet LNVA's needs for irrigation or industrial use, to stop salt water encroachment in the Neches River, and to maintain the water level at Dam "B" below Rayburn. Power is produced simply as a by-product of the water releases called for by the LNVA.

It is obvious that no one is to blame for low water levels in Rayburn's reservoir. The Corps of Engineers must meet the requests of the LNVA in allowing the water to flow downstream, and LNVA's needs are directed by Mother Nature.


If one is looking for a cause, then, to pin the low water level on, it would have to be Mother Nature herself, because only a lack of sufficient rainfall will cause LNVA's needs to rise and the water level in the reservoir to fall. The Company has nothing to do with the water level at Rayburn, and we're mighty glad of that, for we know full well that there's no fury like that of a fisherman scorned.



are already available and many others are in various stages of planning. New bait shops, souvenir stands, restaurants and shopping centers evidence the boon which the dam has been to the economy of the area.

A new four lane highway will soon be constructed between Jasper and the dam. The Jasper Chamber of Commerce receives calls daily from persons wishing to move to the area and inquiring about job opportunities or business places which they might purchase.

It is hard to imagine the person who could not find something to enjoy at Rayburn even if it was just sitting and gazing across the mammoth expanse of glistening water.

Most important to all Gulf Staters, this recreation paradise is located at the very heart of our service area. At most it is only a four or five hour drive away and for the majority of us it is much closer. Probably the family camping right next to yours will be Gulf Staters, too. 



**Top** — Children play near one of many water fountains spread throughout the recreation area. **Left** — Proud angler displays a nice string of bass at Rayburn.







**One of many boat launching sites in the fine marina where fishing and camping supplies may be purchased.**

**Who says there's no place to go sailing in inland East Texas?**

**Campsites such as this one are a common sight in the sprawling park area.**







# Pair of Helicopters Used In Line Construction

Seven miles of swampy, reed-covered marsh ordinarily would have presented a real obstacle for workmen constructing GSU's 138/230 kv line from Sabine Station to Sulphur, Louisiana—but a couple of helicopters came whirling to the rescue.

The line will be our Company's third high-voltage tie between the two systems in Texas and Louisiana and it will cover 38½ miles, including the seven miles of marshland located southeast of Bridge City, Texas, and across the Sabine River into Calcasieu Parish.

Construction began in February and completion is due in January of next year. It will be energized at 138 kv and will be boosted to 230 kv around 1971-72. The line follows the route of the intracoastal canal and will tie with an existing line to Lake Charles.

One helicopter was used to pour concrete foundations for a tower site that was inaccessible by any other means. Later a second whirleybird, about three times the size of the first one, began setting towers across the seven miles of marsh.

Most of the towers were set in three sections by the twin-engine, jet helicopter that can carry up to 9,000 pounds of steel.

A swamp buggy, which can carry about 20 men, was also used in the marsh for carrying reinforcing steel, forms, tools and men to the tower sites.

Aerial concrete delivery by helicopter has been used in other parts of the United States, particularly in the Rocky Mountains, but its use near Bridge City was the first time in the Southeastern U. S.

The first job would have taken several weeks instead of one day without the helicopter. The second whirleybird took only four days to complete its task of erecting towers over ground that won't even support the weight of a man.







**Liftoff . . .**



**. . . Through the clouds**



**. . . Delivery!**



# Public Spirited Lineman Is Mayor of Scott, La.



From his office here in the courthouse at Scott, La. to GSU's Lafayette office is only a couple of minutes drive for Paul Broussard, lineman and mayor.

*EDITOR'S NOTE — Gulf Stater Paul Broussard is one of two employees who are the mayors of their home towns. Look for a similar story next month on James Stout, GSU serviceman and Mayor of Somerville, Tex.*

ONE USUALLY THINKS of mayors as either heavysset and fiftyish, or brightly smiling, fast walking, young men. Paul Broussard, GSU lineman and mayor of the town of Scott, La., is a type all his own.

Someone meeting Mr. Broussard for the first time is impressed with his soft spoken, rather shy manner, which is not entirely common among the sunburned members of our line department. It is certainly a manner almost unheard of in politics.

"I am a very quiet man," he says, "I don't enjoy loud political meetings or speaking before large groups." Mr. Broussard has made exactly two speeches in his lifetime. He has attended a like number of political meetings.

"I enjoyed both of the meetings which I attend-

ed," he notes, "they were quiet affairs and everyone was very nice. The speeches I gave were well received too, so they weren't bad."

Scott is an up and coming town of 1300 just outside Lafayette, La. Within its square mile or so of area are a post office, a library, a grammer and high school, a city hall, a drug store, a laundry and several other small businesses. It is a very unassuming little town that anyone would enjoy calling home. Perhaps this is why Mr. Broussard makes such a good mayor.

"Pee Wee" as he is known to most of the residents of Scott, got into politics because a friend, then mayor, asked him to serve as an alderman. He accepted the post and when his friend died, leaving more than a year of his term to be completed, the other aldermen selected Mr. Broussard for the \$20 a month position.

"I took the post reluctantly, but I was willing





A short lunch hour talk with Patrolman Harvey Denguard, the town's only policeman, clears up a problem which arose the night before.



Ready for a day's work on the lines.

to serve out the term for the sake of the town. When the next election came our party couldn't find anyone to run so I ran and was elected," he recalls. Last year he was elected for a second term against stiff opposition winning by only sixteen votes.

"I really do wish that we could find someone else to run for mayor because the job keeps me away from my family so much," says this father of three. "My wife wishes I could stay at home more, and so do I, but I feel it is everyone's duty to do what he can to better his community."

Mr. Broussard leaves his lineman job at the Lafayette office around 4:30 p.m. and reports to the courthouse at Scott to sign papers, make decisions and recommendations, and solve problems which arise in the course of a day. He will next consult with Harvey Beugnaud the town's only policeman and Mrs. K. P. Girard, town clerk, and then report home for supper. Several nights each

week he must attend various functions held in and around Scott.

Mr. Broussard is most proud of the town's high school football team which has won seven games this year without sustaining a defeat. He hopes that the team will be able to take district honors.

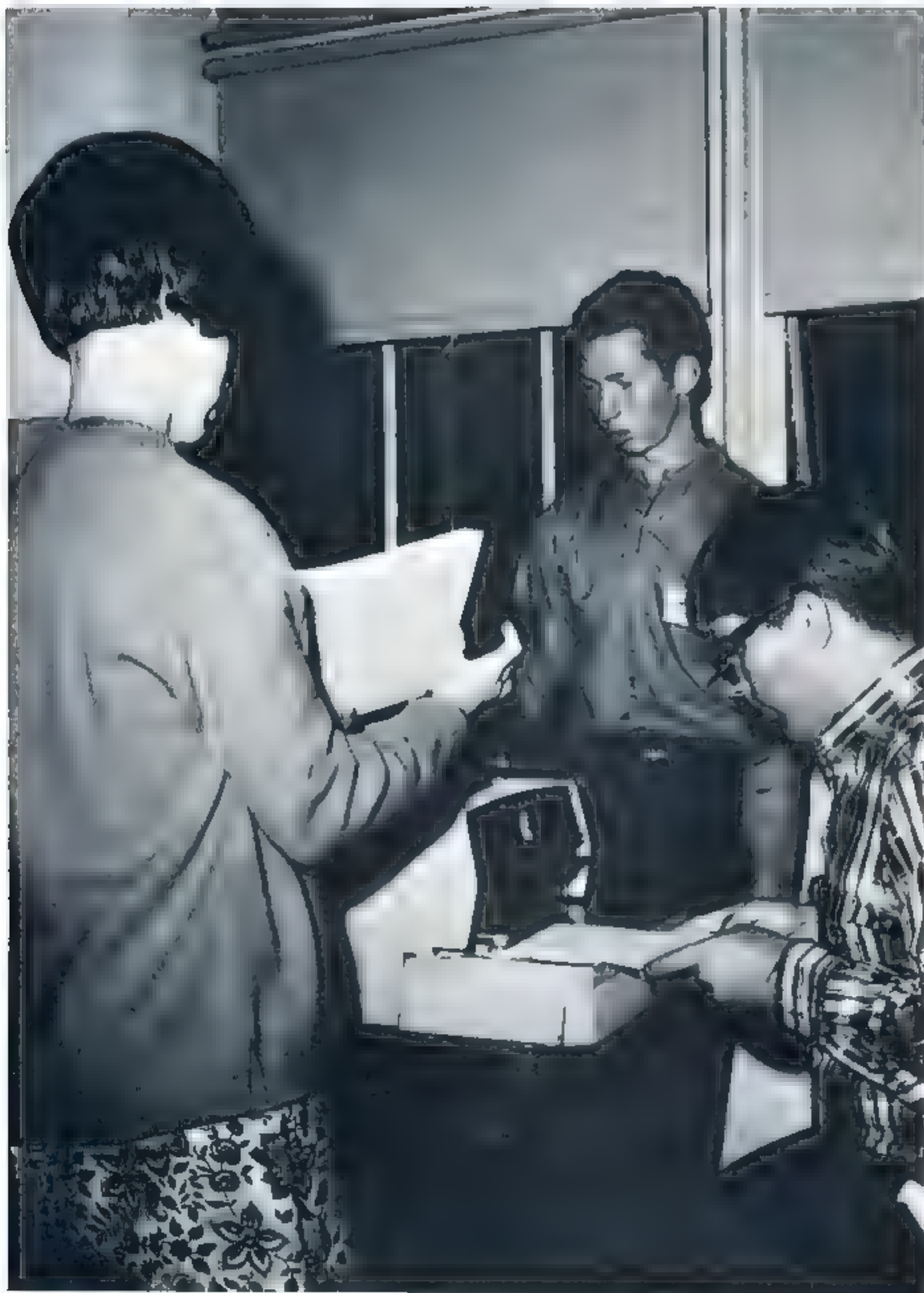
"A winning football team is just the sort of thing a town needs to make people feel close, and to make them want to work together," he says. "We have been very lucky in this respect in the past few years."

Mr. Broussard is only one among many Gulf Staters who feel a need to do a little more than their share in their communities. Throughout the system G.S.U. employees serve as aldermen, city counselors and school board members sharing in the responsibility of making their towns and cities better places to live.



# Company Sponsors Three Junior Achievement Programs

## Area High School Youths Learn Business Practices



Beaumont youths bind recipe books in Company sponsored Junior Achievement program.

HIGH SCHOOL STUDENTS are gaining a knowledge of capitalism and the American economic system in three Company sponsored Junior Achievement programs this year. While the Baton Rouge Division has participated in the program since 1956, and Lafayette had its initial program last term, this is the first year for the Beaumont Division.

The Baton Rouge company received its charter October 24. The production line is working smoothly and sales are booming. The Beaumont organization has received its charter and production has begun on their product. In Lafayette the "Junior Achievement Utility Company" (JAUC) is in full motion.

Junior Achievement is a nationwide program developed and supported by business to create a greater insight into how business operates. From October until May each year high school students organize and operate a company performing all the necessary business functions, from applying for a charter and selling stock, through manufacturing and marketing a product or service, to liquidation. Workers on the production line receive an hourly wage and stockholders are paid a dividend.

The name selected by the GSU sponsored group in Baton Rouge is BOCO. The company will manufacture "Reddy Bows." The product, aptly named for the sponsor, is ideal for the coming Christmas season.

The Beaumont high school students participating in the program selected the name "Cul-Arts"





**Bows galore** as the BOCO assembly line hums smoothly. This is the eleventh consecutive year that GSU has sponsored a Junior Achievement Company in Baton Rouge.

for their firm which is manufacturing and selling cookbooks. The books contain some 72 pages of recipes tested and approved by the GSU Home Services Department.

The 21 students participating in the Lafayette program are making garden hose racks.

Eighteen teenagers make up the Baton Rouge company while some 24 are participating in Beaumont.

After selecting the product and a company name, a stock sale at \$1 per share was held to raise capital for the firms. A prospectus was prepared for use in selling the stock, an initial capitalization was voted and the sales talk the students would use in merchandising their securities was practiced.

Once the stock was disposed of the companies proceeded to produce their product at weekly work sessions.


To complete their business-world cycle, the groups will liquidate their holdings and dissolve the companies around January 15, 1968. At this point a dividend will be declared and the profits, if any, divided.

Company personnel serve as advisers to the groups. In Beaumont the Sales Adviser is Ralph Spafford, supervisor of residential sales; Management Adviser is Frank LeMire, supervisor of credit and collections; Production Adviser is Sheldon Fruge, maintenance planner at Neches Station, and Chief Adviser is Randy McAlpine, superintendent of sales.

Baton Rouge advisers include, Management Ad-

viser Wayne Albritton, T&D engineer; Production Adviser Sam McKenzie, office supervisor at Louisiana Station, and Sales Adviser Tom Young, industrial sales engineer.

In Lafayette Robert Domingue, line foreman, is management adviser, Horace "Toto" Lacombe, resident salesman, is sales adviser and Paul Granger, garage mechanic, is production adviser.

John Lamm, district superintendent, is Chairman of Financing for the entire Lafayette Junior Achievement Program. 



**Lafayette teenagers** hold an organizational meeting.





# 1927

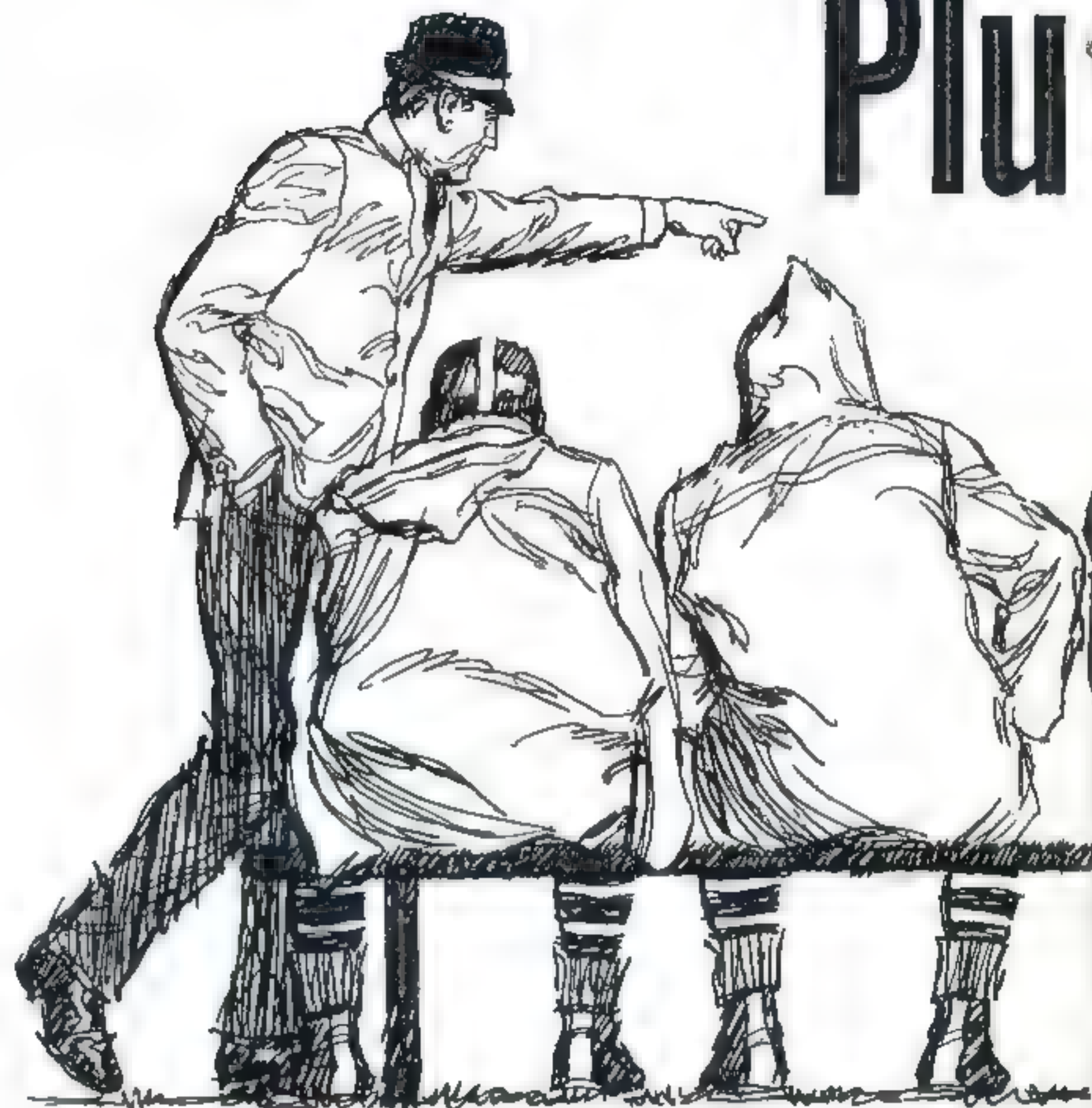
THE YEAR WAS 1927. Flappers shouted things such as 23 skiddo and did dances called the "Black Bottom" and the "Charleston" in speakeasies. Charles A. Lindberg was welcomed home by a broadly smiling President Coolidge after making his successful non-stop flight across the Atlantic, and Al Jolson starred in the first talking picture, "The Jazz Singer."

In sports that year a horse named "Whiskery" won the Kentucky Derby, Gene Tunney took a decision over Jack Dempsey in ten rounds at Chicago, and Texas A&M was unbeatable on the gridiron.

"There was no such thing as a national championship football team in those days," recalls Ernest E. "Fig" Figari, superintendent of Neches Station and right guard on the 1927 Aggie team, "but if there would have been, we'd have been it."

Undefeated for the year, Texas A&M was Southwest Conference Champion, and nearly played in what would have been the first Cotton Bowl game at Dallas.

# THE CHA Plu



"We were to play Georgia in a post-season game at Dallas but they were beaten in a close match near the end of the season and the meeting was called off," recalls Mr. Figari.

Mr. Figari was offered a job with GSU a few weeks before graduation and joined the Company June 28, 1929, at the old Lakeside Plant in Port Arthur. He will celebrate his fortieth anniversary with Gulf States this year.

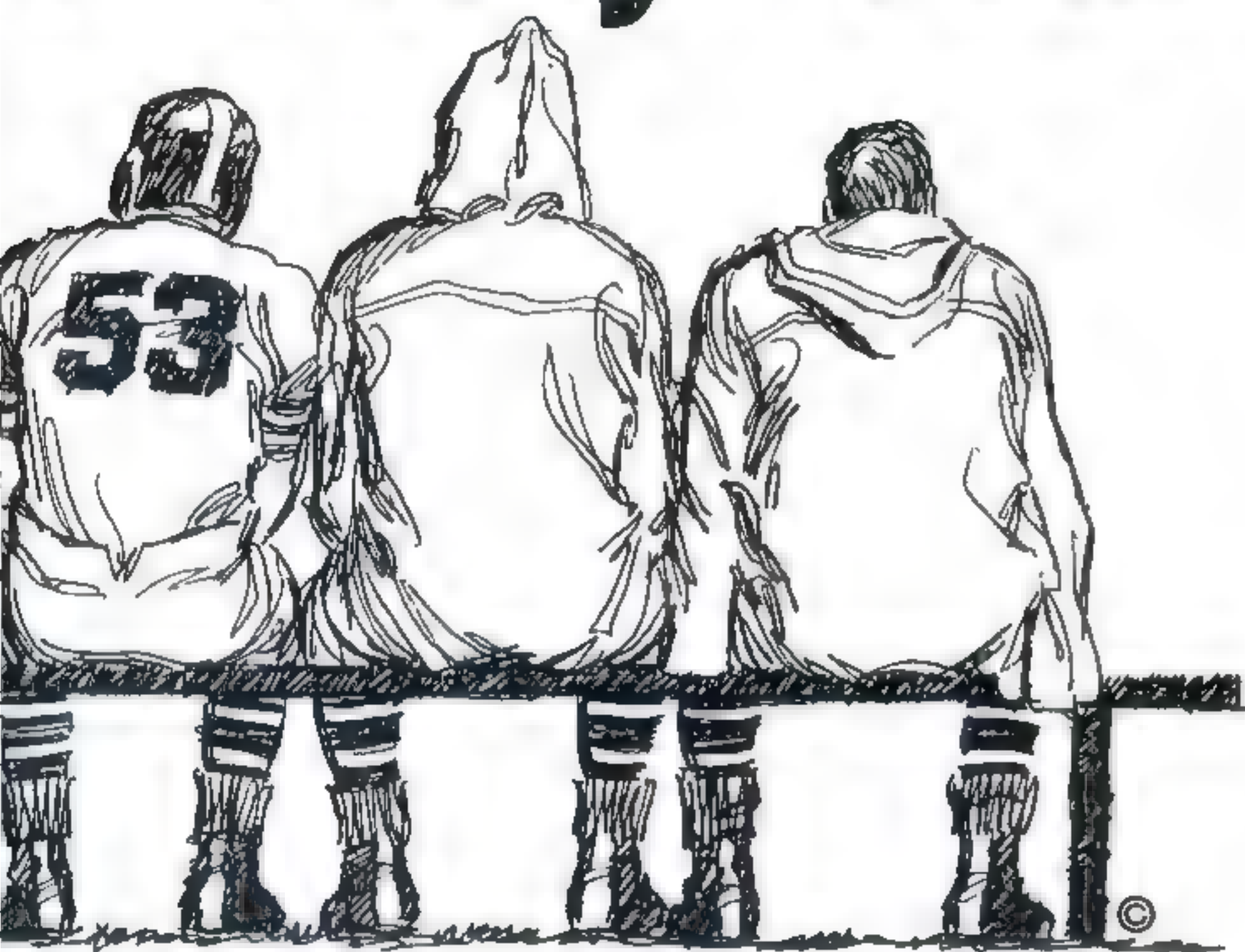
An article from the Austin **American Statesman** for Sunday, Nov. 27, 1927 named Mr. Figari to the paper's All-American team. The article notes "Figari is a whiz in that Aggie interference."

"We played a different brand of football than you see today," Mr. Figari noted. "I played when the 'razzle-dazzle' offense, developed by Ray Morrison, coach at SMU, was going big."

"Razzle-dazzle" was the name given to an offensive play wherein the man with the ball would always be followed by another player to whom he



# CHAMPION s Forty Years



## 1967

could lateral the ball when he got into difficulty.

"It made for an exciting game both from the standpoint of watching and playing," he recalls.

Mr. Figari feels the greatest change the game has seen since he played is in the use of an offensive and a defensive team. "We had to go both ways," he says.

Although he admits that, after sixty full minutes of action, a player did tend to tire, and his play became less sharp, he still thinks the old way was better. "I feel a lot of the value of the game to the individual player is lost by this platooning. Also, I have never gone along with the idea that, if a player specializes in a position either on offense or defense, this will make him better at that position.

"The game was designed to test the ability of an all around athlete," he says.

Mr. Figari feels that there is a knack to playing a given position well and that if one does not have that knack, all the specialization in the world

will not help.

"A boy either has it or he doesn't. If he has it then playing football can be just about the most exciting thing in his entire lifetime."

Commenting on the sit-ins and draft protests carried out by college students of today, Mr. Figari says that these students just have too much time on their hands.

"We were too busy for such things in my time. A student became a real part of the school he attended because he didn't have good roads or cars in those days and he didn't get to go home more than once or twice each year.

"You lived at school and you naturally became a part of it."

Asked why he never went into professional football, Mr. Figari says that for all intents and purpose it didn't exist in those days. "If I were coming out of college today, though, and offered a chance to play professionally, I'd probably take it," he said.







**M. T. Alford**, first class relayman, (left) shows **C. J. Gonzales**, administrative assistant in scheduling, the correct procedure for soldering a connection.

## Imaginative Program Begun in Scheduling

**Work in the Field Creates  
Better Understanding  
Between Personnel in  
Scheduling and T&D**

ONE CAN BEST UNDERSTAND a job by doing it himself.

This is the philosophy behind a new training program being conducted for personnel in the Scheduling Department.

Scheduling deals daily with the various departments which make up the construction arm of the Transmission and Distribution Department. It was felt that a better job could be done by scheduling if each person in the department could spend time on the job actually doing the work of the average T&D employee.

It is hoped that this experience will enable scheduling's personnel to better understand problems encountered by men in the field, as well as create a working relationship between the man on the job and the department.

The department schedules all major T&D construction. When a work request comes into the





**R. M. Tompkins, (left) storeroom supervisor, and Ken Londers, (center) storekeeper, show Harry Shepherd, engineering assistant in scheduling, new equipment used for underground distribution.**



**Chris Martin, engineering helper, observes the operation of a bucket truck on his first day in the line department.**



**Recording a customer interview after returning to the office are Johnny Sullivan, senior engineering assistant in scheduling, (left) and Joe Chaney, right of way man.**



**Meggering a substation control cable are Edward H. Nevils, (left) substationman first class, and R. P. Borinstein, engineering helper in scheduling.**

office it is given a number and a description of the job is worked up. A schedule is put together estimating how much time the job should spend in each department and an "in service" date is set.

"This is the means by which jobs move through the planning, estimating, authorization, engineering and relay departments," says Charles Lopez, supervisor of scheduling. "We attempt to schedule each phase."

Obviously it is very important that scheduling department personnel have an insight into the departments it is dealing with in order that it may schedule these jobs realistically. This is the aim of this training program.

The training consists of five weeks in the field for each of the five persons making up the staff of the department. Two weeks are spent in the line department, one week in the substation department, and one week with the relay group. The final week

is split so that three days are spent with the right of way group and two days are spent in the Beaumont storeroom.

"While we don't see this program as the solution to all of our problems we do feel that it is a step in the right direction," says Lopez.

The five trainees are not treated merely as interested observers. These men wear hard hats and work gloves and try to become a part of the task at hand.

"It is hoped that through actually working on the job our men can achieve a deep appreciation for what the men in the field actually do," says Mr. Lopez. "Also as the men in the field talk with and get to know our people we feel that they will become better able to understand our language and we theirs."

The program began October 9, and will be completed in the early spring.



# What Happens When



The lights go out . . .



because of this . . .



or this . . .

**But,**

## EDITOR'S NOTE

*The following story was written from one of several slide talks prepared by the Public Relations Department in Beaumont for use by Gulf Staters throughout the system. If you are scheduled to make a talk to an organization one of these presentations may come in handy. They are available on a first come, first served basis and cover a wide range of topics.*

REMEMBER THE OLD CHILDHOOD RIDDLE: "Where was Sammy when the lights went out? In the dark."

Well, nowadays Sammy isn't in the dark for very long when the lights go out. GSU's well-trained, well-organized trouble-shooting forces go into immediate action when the lights go out, and they soon have the many electric-powered necessities and luxuries of 20th-Century living percolating again.

Although a recent study showed that the average customer of U.S. electric utility companies received 4,999 hours of uninterrupted, trouble-free ser-

vice out of every 5,000 hours, no electric system can be absolutely fool-proof. The lights do occasionally go out.

One of the most common causes is the customer's blown fuse. Do-it-yourself customers usually correct this by checking their fuse boxes and replacing the bad fuse.

However, the fault could lie with a blown transformer fuse, caused by local area trouble. Our little furry and feathered friends, the squirrels and the birds, are partial to electric living too, and they often choose transformers for nesting or feeding grounds. These interlopers, or tree limbs brushing against the lines, can play havoc with the transformer fuses.

GSU prevents much of this kind of trouble by trimming trees that grow too close to power lines. But when a transformer fuse does blow, a serviceman is quickly dispatched to the trouble spot to



# The Lights Go Out?



because of this . . .



and this . . .



the lights come on again.

right away . . .

change the offending cylinder with a long, insulated pole called a "hotstick." Only a short time elapses between receipt of the report at GSU's 24-hour switchboard and restoration of electric service.

The lines can be broken completely by brushing tree limbs, by the weight of ice or they can be blown down during tornadoes and hurricanes, in which case longer repairs and line replacements are involved. Also, lightning may strike a transformer knocking out "feeder" lines. This is when GSU's office is deluged with calls and an emergency crew of telephone operators automatically mans special answering booths. Emergency procedures are coordinated by the service foreman who keeps in constant touch with all work crews by radio phone as the work of replacing the damaged lines and transformers progresses efficiently and rapidly. And within a short time the lights go on again.

GSU customers are encouraged to report power losses—even when they know their neighbors are

all in the dark, too, and think that their common inconvenience of power outage has no doubt been reported several times already. The calls form a pattern which aids work crews in determining the location and source of the power failure. Also, one customer could have an individual problem that would go uncorrected indefinitely if he did not call in.

The flickering candles and oil lamps brought out for emergency use are soon retired by a flick of the switch and the resultant bright lights to which GSU customers have become accustomed. The Company's numerous built-in check points, tie-ins and automatic stand-by systems are backed up by 2,800 employees dedicated to the job of providing electric power to keep the lights on all over the 28,000 square mile Gulf Coast area served by GSU.

And you can bet that GSU's 332,000 customers in the area won't be, like Sammy, "in the dark" for long when the lights do go out.



# SERVICE AWARDS

## FORTY YEARS



**Harry Hebert**  
Treasury  
Beaumont



**C. M. Hereford**  
T&D  
Beaumont



**Herschel Rowe**  
Treasury  
Navasota



**A. M. Seigler**  
T&D  
Conroe



## TWENTY YEARS



**N. P. Broussard**  
T & D  
Lake Charles



**C. S. Cal'ahan**  
Sales  
Lake Charles



**Bernice Eaves**  
Treasury-System  
Beaumont



**Margaret Force**  
T & D  
Baton Rouge



**E. L. LeFloor**  
T & D  
Beaumont

## TEN YEARS



**Thomas Adams**  
T & D  
Beaumont



**R. Audilet**  
Eng. Design-  
Standards  
Beaumont



**Faye Bell**  
Treasury  
Silsbee



**J. C. Davis**  
T & D  
Port Arthur



**C. H. Douget**  
Production  
Sabine



**Cessaire Guidry**  
T & D  
Lake Charles



**John E. Hobbs**  
T & D  
Baton Rouge



**George Irvin**  
Treasury  
Beaumont



**R. M. McCants**  
T & D  
Beaumont



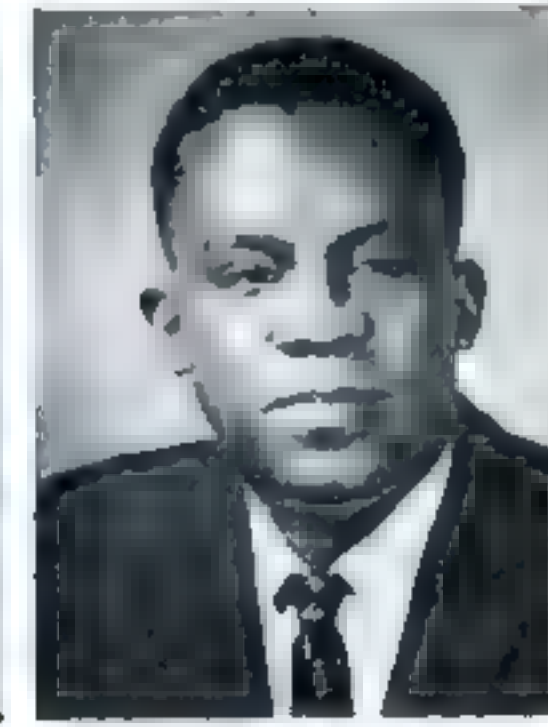
**A. C. Martinez**  
Eng. Design  
Project  
Beaumont



**Vincent Misuraca**  
T & D  
Baton Rouge



**R. C. Mitchell**  
T & D  
Navasota



**James Robinson**  
Treasury  
Beaumont

## Lake Charles Division Saddened In October By Death Of Former Lafayette Lineman



**Renix J. Broussard**

The Lake Charles division was saddened recently by news of the death of retiree Renix J. Broussard, October 10.

Mr. Broussard, who joined GSU in 1937, was in the line department at Lafayette some 29 years before his retirement in February of 1966.

Starting out as a helper, he progressed to lineman first class in 1943 and was promoted to line foreman in 1948.

He is survived by his wife the former Rose Drago of New Iberia.





# LETTERS

From employees, customers and friends of GSU

## BATON ROUGE

Gentlemen:


Your card is entirely too small to tell you how much I appreciate the wonderful service you gave me in regards to my call for help, concerning my electric stove oven.

It is good to know that we have people who come when they say they will and give us assistance when we need it.

HAPPINESS IS—HAVING A DEPENDABLE SERVICE DEPARTMENT AT GULF STATES UTILITIES.

Sincerely yours,  
Mrs. J. F. Courtney

## THE CARD WAS TOO SMALL

DEAR REDDY  BILLOWATT  
My service request of Ch. Queen  
10-17-67 was  
(X) Taken care of satisfactorily  
( ) Was not taken care of  
Comments: The person who took the  
card said the service was good but the  
card was too small to read the  
name and address of the person who  
called.  
Signed: J. F. Courtney  
Fill in ( ) with cross. Mailing this postal card will aid us in rendering  
better service to you. (No postage required.)  
No. 118  
GSU 5045-55-57

Dear Sirs:

Mrs. Annie Gonzales' home economics classes of Prescott Junior High School wish to take this opportunity to thank Mrs. Sally Pelton from your Home Service Department for the interesting, informative and useful discussions she held in the foods laboratory at Prescott

Thursday and Friday, September 27 and 28th.

As she demonstrated the electric range and small electric appliances, she prepared not only attractive, but also appetizing dishes. Naturally the home economics classes look forward to Mrs. Pelton's yearly visits.

Sincerely,  
Mrs. Annie Gonzales

## NAVASOTA

Att. Mr. Melvin L. Shelly

Gentlemen:

I wish to thank you from the bottom of my heart, for buying my calf, at "The Trinity Community Fair." I realize that you paid me more than double the market price and this will allow me to show a nice profit on my project, so naturally Gulf States will always occupy a warm spot in my heart.

Had I not shown a profit on my project, the compensations would still have been many. I am fond of livestock and I thoroughly enjoyed working with my calf "Count-down," but mainly I learned that if I am to raise livestock on a commercial scale, there is much more to learn and many corners to cut.

Again I wish to thank you gentlemen, kindly, for your sponsorship of myself and of our community.

Sincerely,  
Steven Craig Holloman  
Trinity, Texas

## LAKE CHARLES

Gentlemen:

The brochure you sent us on TOMORROW'S BUILDINGS ARE BUILT TODAY ELECTRICALLY was just sensational. The picture credit that Guarantee Shoe Store got in this brochure was some of the best publicity I've seen. It was really the outstanding feature.

Just want to compliment you on getting the Guarantee Store this kind of publicity. It's this kind of thing that will help us build and develop our business over the long haul!

Keep up the good work.

Wayne Weaver

## PORT ARTHUR

Dear Mr. Tenholder:

We would like to express our appreciation for the excellent newspaper page in the Sunday, October 15, edition of the Port Arthur News which was sponsored by your organization. We hope that we shall continue to merit such confidence and support from our good friends in Port Arthur.

We at Lamar are well aware of the importance of the south-county area to the future and present growth of our college. It is hoped that we may serve the entire Sabine area and continue to enjoy your confidence.

Sincerely yours,  
Richard W. Setzer  
President, Lamar Tech





Charles J. Gary

## After Brief Illness

# Death Claims Charles J. Gary, Sales Supervisor At Lafayette

Funeral services were held Sunday, November 5, for Charles J. Gary, 56, district sales supervisor at Lafayette.

Mr. Gary died about 8 a.m. Saturday, November 4, at Lafayette General Hospital after a brief illness.

A Gulf Stater since 1936 when he joined the company as district representative in sales at Lafayette, Mr. Gary was made sales representative senior in 1946 and supervisor of residential sales in 1953. He became district sales supervisor in 1955.

A native of New Iberia, La., Mr. Gary was a graduate of the University of Southwestern Louisiana in agricultural science. Interment was in the St. Bernard Church cemetery at Breaux Bridge.

Survivors include his widow, the former Mercedes Champagne of Breaux Bridge; one daughter, Miss Marie Evlene Gary of Breaux Bridge; and

one son, Robert Charles Gary of Breaux Bridge; one brother, Sigmund Gary of Lafayette; three sisters, Mrs. Lionel Monteleone of Lafayette, Mrs. Bert Terrell of New Iberia and Mrs. Herbert Howard of Lake Providence.

Mr. Gary was chairman of the St. Martin Parish Hospital District II. He was a fourth degree Knight of Columbus, a member of the Holy Name Society and the ushers society. Also, he was a past president of the Lafayette Lions Club and was an active member at the time of his death.

He was a past member of the Breaux Bridge Fire Company and past president of Bayou Girls Scout Council. Mr. Gary was a member of the Farm Bureau, the Cattleman's Association and Intracoastal Seaway Commission. He was a veteran of World War II and a member of the American Legion.

## Another Payroll Deduction?

A bill that would increase the Social Security tax \$160.00 per year for both employees and employers when its provisions become fully effective has been approved by the Senate Finance Committee. The Senate started debate on the bill November 15.

The taxable wage base would be increased from the present \$6,600 to \$8,000 next year, to \$8,800 in 1969, and \$10,800 in 1974. The tax rate would be increased in gradual steps to 5.8% by 1980. Overall increases in benefits would average 20%. The bill is politically designed so that benefits would be raised before the next general election, while the brunt of the tax increase would not be felt until after that.

The proposed Social Security tax and benefit increases are another big stride toward welfare statism and should be strongly opposed.

All wage earners face the possibility of another big tax bite out of their paychecks, and if they don't like the idea, they should make their views known to their Senator in Washington without delay.

(This bill is a little different from the House version noted in News Briefs.)



S. L. Stelly, safety director, looks over an award presented to GSU employees by the Edison Electric Institute for working two million manhours without a lost time-injury. With him are Mary Lee Best, executive stenographer, (seated) and Frances Engelbrecht, executive secretary, in the Training and Safety Department. The EEI Safety Achievement Award was given for the safe working period May 17 to September 15. A lost-time accident has occurred since then, so Gulf Staters are now working on a new attempt to match the world's record of 7,633,142 man hours set by GSU in 1965.



# James E. Cifreo Gains Promotion

James E. Cifreo, formerly master electrician at Willow Glenn Station, has been promoted to maintenance planner there.

Mr. Cifreo started with the company as a mechanic's helper at Louisiana Station in 1948.

He was transferred to Willow Glen as a master electrician when that plant opened in 1960.

The Baton Rouge native, a graduate of Istrouma High School, attended the University of Southwestern Louisiana. He also completed several electronics courses at the Baton Rouge Trade School.



**James E. Cifreo** Before joining GSU Mr. Cifreo served with the U. S. Army Corps of Engineers from 1946 to 1948.

Mrs. Cifreo is the former Freida Gre-million of Rougon, La. They have two girls. Karen, 15, is an "A" student at Redemptorist High School and Phyllis, 13, makes "A's" at Redemptorist Junior High.

The family attends St. Gerard Cath-olic Church.

Mr. Cifreo is a past officer in the In-dependent Electrical Workers Union. He has been first vice president for the group, a member of the board of di-rectors and a member of the executive committee for some 12 years. He is also an active member in the Kilowatt Club.

## WE APOLOGIZE

**Plain Talks** goofed last month when in a cutline it said that a retirement party was held at Neches Station for C. M. O'Brien. Mr. O'Brien is not re-tiring but Lawrence LaCour is (see story p. 27) and he was the one, along with Bob Haynes, for whom the party was held. Sorry, folks.



**Fresh ideas in homemaking**, from flower arranging to child care and guidance, are being routed into Texas homes via a unique women's organization called "Young Homemakers." A highlight of the organization's work year is the annual awards program held on both area and state levels. Last month Gulf States contributed a portion of the prize money for outstanding chapter achievement and sponsored this Area III awards luncheon held in Beaumont.



**Company employees load up** plates with barbecue and shrimp at the quarterly sales meeting for the Beaumont Division held October 27 at Neches Station. Recognizable in the picture on the left are Wally Sisk, advertising department, R. A. (Dick) Landry, lighting sales promotion supervisor, and Joe Warren, Beaumont sales. On the right are Gene Pairett, Beaumont sales, (looking at plate) and Melvin H. Cole, Beaumont division engineer (looking at camera).



**Some of the approximately 90 persons** who attended a meeting of the Institute of Electrical and Electronic Engineers at Sabine Station Oct. 26 are shown here listening to speaker Dave Inwood, application engineer for General Electric. The power group section of IEEE toured the plant and enjoyed a catered barbecue chicken dinner before the talk.



## President Receives Safety Award

# Information, Data Services Department Featured at Management Meetings

The Information and Data Services Department was the featured topic at the Company's quarterly management meeting held October 30-November 1 in Lake Charles, Baton Rouge, and Beaumont. Supervisory personnel from the five divisions were in attendance at the two-hour meetings.

Each meeting was opened by the division manager followed by a financial statement.

J. O. Robichau, administrator of information and data services, led his department's program. In outlining the presentations to follow he noted that there had been in the past an "awareness gap" which he hoped the program would overcome.

The first speaker on the program was B. F. Lott, director of EDP systems support services. Mr. Lott spoke on the strides which the company has already made in the field of computers and GSU's computer plans for the future. Mr. Lott's talk was interestingly illustrated with color slides.

E. E. "Kit" Evans, supervisor of data systems operations, followed with a talk on the IDS System. With the aid of color slides Mr. Evans outlined the job done by his department and pointed up the value of the program to all departments.

The IDS Operation was explained next by C. G. Davis, supervisor of EDP systems support services.

An interesting quiz panel motif was used to present an outline of the function of System Support Services. Audience interest heightened during the questioning and a round of applause followed the panel's disclosure that the subject being quizzed was a systems analyst.

Closing out the program was R. W. Jackson, assistant secretary in corporate and finance, with a talk on the problems the Company is having with financing.

In Beaumont, President Werner discussed several timely subjects, among

them safety, service continuity and the status of various company projects involved in litigation. Mr. Werner also accepted a safety award for the completion of two million man hours without an injury from C. P. "Jack" Shirey, manager of training and safety.

Vice-President Dugas urged all Gulf Staters to help "sell electric." Vice-president Murphy touched on the effect of last November's bargaining. Ray Clausen, planning supervisor, outlined what the company has done and is doing to further strengthen backbone transmission lines and interconnections with neighboring utilities. Jim Turner, public relations director, described the Consumer Assembly, outlined what the Company is doing to blunt "overcharge" assertions and interpreted the proposed Federal Power Commission's Electric Reliability Bill.

Vice-President Floyd Smith presided in Beaumont, H. C. LeVois in Lake Charles and Jack Kirkland in Baton Rouge.



**This interesting photographic effect illustrates all phases of the Quarterly Management meeting at Beaumont. At left is a view of the crowd from the rear of the auditorium while at right the panel portion of the program is presented on the stage by the Information and Data Services Department.**



## Nela Park is Site

# Area Architects and Engineers Sponsored at Lighting School

Gulf States sponsored 35 area architects and consulting engineers at a 3-day lighting seminar October 11-13 at General Electric's Nela Park, a unique lighting school at Cleveland, Ohio.

Attending along with the architects and engineers from each division were five Gulf Staters.

The two and one-half full days of schooling were carefully scheduled to include new strides in light sources, review research basic to today's lighting design and application, demonstrate new products and tools for lighting effects, and show step-by-step illustrations our contacts are being continual-cepts.

Dick Landry, supervisor of lighting sales and coordinator of the program, said, "To help accelerate the rapidly growing trend to all-electric installations our contracts are being continually strengthened and expanded with per-

sons responsible for specifying all-electric installations. The Nela Park program is just one more step in this direction."

More than half of the Company sponsored participants in the program have written letters thanking GSU for making it possible for them to attend. Attesting to the success of the school are comments such as the following: "The information received will be very helpful and I have returned inspired . . ."; "I learned a whole lot . . . some of which I have already applied"; "The conference was by far the best I have ever attended . . ."

Nela Park is the national headquarters and the research and development center of General Electric's Lamp division.

Representatives of Central Louisiana Electric Company and Louisiana Power and Light also participated in the conference.



**Marcia Hammond**



**Jessie Braud**

## Two Ladies Retire November 1 From Baton Rouge Division

Two ladies in the Baton Rouge Division retired recently after a combined total of 75 years service to the Company.

Marcia Hammond, executive secretary, and Jessie Braud, senior floor saleslady, both retired effective November 1.

Miss Hammond is a native of LeCompte, La., but has lived in Baton Rouge most of her life. She joined GSU as a stenographer in 1915. She worked her way up through several positions before becoming a clerk in the Personnel Department. She was made executive secretary in 1954.

The retiree, a graduate of Baton Rouge High School, attended LSU for three years.

Retirement plans include a visit to West Palm Beach, Fla., in the near future, fishing and gardening.

Miss Hammond is a member of the First Presbyterian Church in Baton Rouge.

Mrs. Braud has been with the Company since 1935 when she joined as a home lighting representative in Baton Rouge. She has also been an outside saleswoman, rural demonstrator, home economist, customer contact clerk and floor saleswoman. She was made head

floor saleswoman in 1949.

The Donaldsonville, La., native attended school there but has made her home in Baton Rouge for many years.

Asked about retirement plans, Mrs. Braud says that her daughter Diane's wedding is coming up in December and this should keep her quite busy until after the first of the year. After this she plans to do a bit of sewing and gardening.

She also plans to remain active in the affairs of Sacred Heart Catholic Church and the Kilowatt Klub of which she is a member.

Mrs. Braud summed up the feelings of both ladies when she said, concerning her long service with GSU, "If I had it all to do over again, I'd do the very same thing."





# Welcome Aboard!

**Lloyd L. Williams**, Engineer's Helper, Baton Rouge

**Michael R. Lester**, Engineer's Helper, Baton Rouge

**Billy C. Stephenson**, Departmental Clerk, Baton Rouge

**Mary J. Brooks**, Departmental Clerk, Baton Rouge

**Linnella S. Killebrew**, Clerk, Baton Rouge

**Barbara A. Weeks**, Clerk, Baton Rouge

**Donald E. Hooks**, Storeroom Assistant, Baton Rouge

**Roy J. Dowden**, Operator's Helper, Nelson Station

**Charles T. Carnahan**, Storeroom Assistant, Lake Charles

**Harvey Fontenot**, Shop and Field Tester, Lafayette

**Suzanne M. Champagne**, Departmental Clerk, Lafayette

**Charles E. Echard**, Test Tech. 1/C, Beaumont

**Donald R. Guillot**, Operator's Helper, Baton Rouge

**Larry T. Bickham**, Operator's Helper, Baton Rouge

**Archie B. Blackwell, Jr.**, Operator's Helper, Baton Rouge

**Henry W. Swearingen**, Mechanic's Helper, Baton Rouge

**Velma J. Burk**, Dep. Clerk, Lake Charles

**Danny R. McMorris**, Engr. Helper—Gas Department, Baton Rouge

**Samuel E. Crane**, S/Sta. Operator, Beaumont

**Doyle K. Tucker**, Helper—T&D Dept., Beaumont

**Thomas A. Wood**, Garage Mechanic Helper, Beaumont

**John R. Smith**, Engr. Helper, Beaumont

**Jerry L. Landua**, Engr. Helper, Cleveland

**David L. Golden**, Helper—T&D Dept., Port Arthur

**Larry L. Bickford**, Helper—T&D Dept., Baton Rouge

**Gordon D. Ellis, Jr.**, Helper—T&D Dept., Baton Rouge

**Preston C. Moreau**, Engr. Helper, Baton Rouge

**Johnny D. Harris**, Dept. Clerk, Lake Charles

**Phyllis J. Hughes**, Dept. Clerk, Lake Charles

**Russell E. Cwalinski**, Co-op Student, Beaumont

**Robert L. Touns**, Co-op Student, Beaumont

**Florabelle F. Broussard**, Key punch Oper—Data System Operator, Beaumont

**Joel H. Chesnut**, Accountant—Jr., Beaumont

**Richard A. Studensky**, Meter Reader, Sour Lake

**Jimmie S. Dunn**, Clerk, Vidor

**John L. Grice**, Meter Reader, Navasota

**Vicki J. Ramey**, Clerk, Trinity

**Calvin R. Carothers**, Meter Reader Mid-County

**Laura G. Baker**, Clerk, Baton Rouge

**Sharyn L. Evans**, Clerk, Baton Rouge

**Harry L. Bovard, Jr.**, Storeroom Asst., Baton Rouge

**Vergie E. Lautigar**, Clerk, Lake Charles

**Anne A. Little**, Clerk Sulphur

**Alvin K. Smith, II**, Residential Sales, Residential Sales Repr.—Jr., Baton Rouge

**Steven A. Neeb**, Operator's Helper, Beaumont

**Alfrieda M. Henderson**, Dept. Clerk, Baton Rouge

**Robert H. Smith**, S/Sta Operator, Orange

**Darrel A. Woodward**, Helper, Beaumont

**James H. Welborn**, Helper, Beaumont

**Clancy C. Midkiff, Jr.**, Helper, Orange

**James E. McKee**, Helper, Orange

**David E. Prescott**, Helper, Navasota

**Billy J. Horton**, Helper, Conroe

**Tommy G. Duke**, Helper, Dayton

**Allen E. Hilzendager**, Helper, Huntsville

**Timothy P. Bryant**, Helper, Baton Rouge

**Frank J. Polozola**, Helper, Baton Rouge

**John T. Biondo, Jr.**, Eng. Helper, Baton Rouge

**Connie B. Neal**, Dept. Clerk, Beaumont

**Cynthia K. Hollingsworth**, Dept. Clerk, Lake Charles

## Speeg, Hill Promoted At Louisiana Station

Two recent promotions at Louisiana Station became official last month.

Adam Speeg, formerly station engineer, was promoted to operating engineer and John Hill went from switchboard operator to station engineer.

Mr. Speeg, a native of Baton Rouge, joined GSU in 1938 as a fuel operator at Louisiana Station. He worked his way up through several positions to station engineer in 1958 before his recent promotion.



He is married to the former Lucille Martinez of Destrahan, La. They have three children, Mrs. Melvin Mut, A. J. and Robert.

The Speegs attend St. Gerard Catholic Church in Baton Rouge.

Mr. Hill, a native of Baton Rouge, is a graduate of Baton Rouge High School. He also attended Baton Rouge Trade School.

Before joining the company in 1948 as operator's helper at Louisiana Station he served two years in the U. S. Navy. His first promotion came in 1952 when he was made Auxillary Operator. In 1956 he went to turbine engineer and in 1963 he became switchboard operator.



Mr. Hill is married to the former Betty Jones of Baton Rouge. They have two children. Mike, 15, attends Redemptorist High School, and Keith, 11, goes to St. Gerard Elementary. Both boys play baseball, basketball, and football on their school teams.

The family attends St. Gerard Catholic Church.



# Four Receive Promotions In Baton Rouge Division

Promotions went to four Gulf Staters in the Baton Rouge Division effective Nov. 1.

William B. Callahan went from right-of-way man in T&D-engineering to supervisor in survey and right-of-way; Vincent J. Misuraca went from engineering assistant in T&D-engineering to supervisor in survey and right-of-way; Boyd S. Eisworth went from utility foreman T&D-substation to substation foreman; and Thomas R. Clayton went from substation mechanic first class to utility foreman, T&D-substation.

Mr. Callahan joined Gulf States in 1956, as an engineering helper in the survey crew at Beaumont. A year later he was transferred to the civil engineering drafting section and was promoted to engineering assistant in 1958. He was transferred to the right-of-way section in 1961 and to the right-of-way section of T&D-engineering in Baton Rouge in 1966.



**William Callahan** transferred to the right-of-way section in 1961 and to the right-of-way section of T&D-engineering in Baton Rouge in 1966.

Mr. Callahan was born in Ashdown, Ark. He attended school there but was graduated from high school in Deweyville, Tex. He served in the U. S. Army from 1955 to 1956.

He is married to the former Barbara Levine of Deweyville. They have three children, Ron, 10, Marci Ann, 8, and Terri, 6.



**Vincent Misuraca** Before joining the Company in 1957 as an engineering helper in the survey department he served three years in the

U. S. Army.

Mr. Misuraca has three children. Vincent Jr. is 7, Vickie Ann is 3, and Joseph is 2. He is married to the former Anna Mae Zito of Baton Rouge.

Mr. Eisworth has been a Gulf Stater since 1945 when he joined the Company as a helper in Baton Rouge T&D.

He was a substation mechanic from 1949 until 1952 when he was made mechanic first class. In 1965 he was promoted to utility foreman in the substation department.



**Boyd S. Eisworth** A native of Denham Springs, La., he is married to the former Emma Davis of Baton Rouge. They have four children, Karen, Janet, Brenda and Sandra.

Mr. Clayton joined GSU in 1954 as a helper in the line department. He was transferred to the sub station department as a helper in 1955.

He returned to the line department as an apprentice lineman in 1956 and in 1963 he became a service man. In 1964 he was made 2-way-radio man in the communications department and in 1967 he returned to the substation department as a mechanic first class.

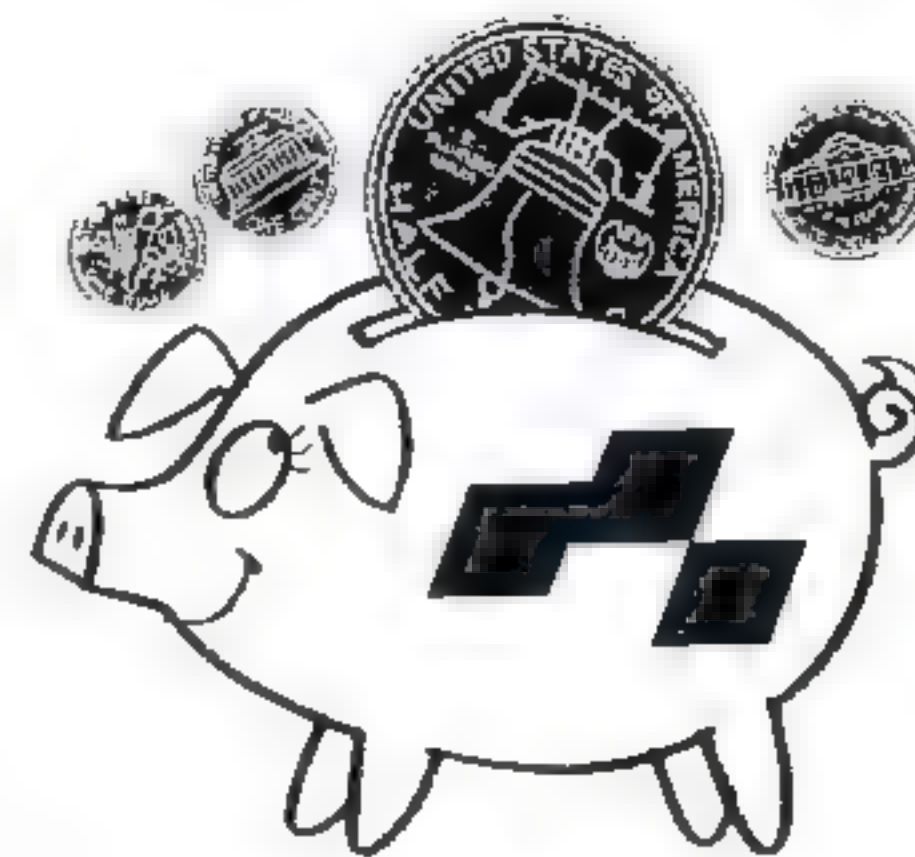


**Thomas Clayton** The Baton Rouge native attended Istrouma High School there but graduated from Folsom High School in Sacramento, Calif.

Mr. Clayton served in the U.S. Air Force from 1950 through 1954.

He is married to the former June Roberts of Port Allen, La. They have three children, Susan is 11, Ricky is 9, and Connie is 4.

Mr. Clayton is a member of United Commercial Travelers.



## Thrift Plan

PURCHASES OF GSU stock made by the Trustee during October covering employee deductions through September were as follows:

4822 shares of common stock at a total cost of \$114,471.05 or an average cost of \$23.739.

134 shares of \$4.40 preferred stock at a total cost of \$10,159.52 or an average cost per share of \$75.817.

\* Average brokerage and commission approximately \$0.40 per share.

The Trustee also deposited \$23,525.80 with the Savings Department of the First Security National Bank of Beaumont.

## Reddi Zuip

This actually happened to one of our servicemen.

About 20 years ago, in the New Iberia Area, a serviceman had connected electricity to an elderly Frenchman's home. The home had one light and it was in the front room.

About two weeks after the house was connected the owner saw our serviceman passing and hollered at him:

"A las bas, Guf Stet mahn, I want to tol you how good dat lite wid de wire is. Mais all I got to do is poosh op on dem swesh on de door and lit dat lite on de mid dat room dan I can see to lit me a cole oil lamp. I no cross on de room in dark no mo time. Mais Merci Bien many time."

*T. D. Brooks*





Robert W. Haynes



Lawrence LaCour

## After 48 Years Service

# Haynes, LaCour Retire From Neches Station

Robert W. Haynes and Lawrence LaCour, both of Neches Station in Beaumont, retired November 1 after 48 years of service to the Company.

Both men joined GSU in 1919. Mr. Haynes became a Gulf Stater as an office boy in Beaumont. He was also a ticket agent and later an analysis clerk for the old interurban line which ran between Beaumont and Port Arthur.

In 1921 he became an oiler at the Tevis St. Power Plant and in 1926 he became a fireman at Neches Station. He worked his way up through the years at Neches Station and retired as operating supervisor, a post he had held since 1958.

Mr. Haynes is a native of Beaumont and lives at 2750 Victoria St. He attended Farmer's Business College, and has completed correspondence courses in combustion engineering and electrical engineering.

Mrs. Haynes is the former Naomi Wiggins of Silsbee. She is employed in the System Production Department in our general office.

The couple attends the First Methodist Church of Beaumont and Mr. Haynes is a member of the Gulf Coast Rod and Reel Club and the Beaumont Coin Club.

Fishing, hunting and coin collecting are how Mr. Haynes plans to spend his retirement time. He is also considering working outside of the United States.

Mr. LaCour, a native of Natchitoches, La., retired as a master repairman.

He joined GSU as an oiler at Lakeside Station and worked his way up to operating engineer and then 1st class repairman there and at Neches Station. Mr. LaCour was made master repairman in 1965. He has worked at each plant in the system at one time or another.

Mr. LaCour is married to the former Elsie Nipen of London, England. They have two children and two step children, eleven grandchildren and two great grandchildren. They attend St. Paul's Episcopal Church in Woodville, Tex.

## Three-Day Program

# Training School For New Linemen Held At Beaumont Service Center

Apprentice linemen from all five GSU divisions traveled to Beaumont in October to attend two three-day training programs held at the Beaumont Service Center.

A third training program was scheduled for November.

Seventeen apprentice linemen attended the first program Oct. 9-11 and 15 were on hand for the second program Oct. 16-18. All of the linemen have been with GSU for a year to 18 months. The training is to acquaint them with all types of line and service work so they may advance up the lineman scale.

The apprentice linemen attend a

two-day class in the field to learn techniques of climbing and working from poles before coming to Beaumont for the classroom exercises.

Subjects covered in the classroom are safety, construction recognition, meters, connections, fundamentals of electricity, hazards of low voltage electric shock, bare hand live line maintenance, transformer connections, regulators, capacitors, introduction to URD, URD construction and maintenance, substations, standards and specifications, switching—tagging and clearance, protective grounding and job planning.



More than thirty Gulf Staters from the sales department attended a sales training program held October 30 - November 1 at the Holiday Inn in Beaumont. The lectures and demonstrations were sponsored by the Sylvania Company.



## Death Claims Retiree A. A. Westbrook

Annuitant A. A. Westbrook, 64, died at his residence after a brief illness October 24.

Mr. Westbrook retired from his position as accountant in the General Accounting Department in Beaumont, Feb. 1, 1958. He had been with the company some 31 years.

A resident of the Vidor-Beaumont, Tex. area 40 years, Mr. Westbrook was born in Florien, La. He joined Gulf States as a payroll clerk in Beaumont in 1927.



Funeral services were held October 26 in the First Methodist Church of Vidor. Burial was in Restlawn Memorial Park.

Surviving are his wife, Mrs. Bonnie B. Westbrook of Vidor; one son, Edgar Allen Westbrook of Bethesda, Md.; a daughter Mrs. N. E. McLain of Nederland, Tex.; seven brothers, Jarvis Westbrook of Florien, La., Joe Westbrook of Hornbeck, La., Steve Westbrook of Many, La., Leo Westbrook of Clay, La., Ray Westbrook of Bernice, La., David Westbrook of Prineville, Ore., Nathan Westbrook of Blanco, Tex.; two sisters, Mrs. W. C. Snell of Houston and Mrs. A. M. Funderburk of Bloomburg, Tex., and five grandchildren.



For many years the American Flag adorned the Municipal Building at Welsh, La., as it waved from atop the flag pole mounted on the roof of the structure. Time and the elements eroded the cord and it finally broke.

Mayor James P. Martin solicited the assistance of Gulf States and the Company gladly offered the use of a line truck to install a new cord.

In the photo above Gulf Stater Wilfred Broussard, in the insulated bucket, joins a nylon cord to a piece of cable which is looped through the pulley while Allen Broussard mans the controls.

When the job was completed Mayor Martin, looking on here, expressed his thanks to the Company and the two men. The flag waved in the breeze once again.

(Picture courtesy Welsh Citizen)

## 200,000,000th American Born

The 200,000,000th American was born in the middle of November, 1967. It took 140 years for our nation to reach 100,000,000 and 52 years to reach 200,000,000. But we will pass the 300,000,000 mark in about 30 years.

## Kleinpeter Retires At Baton Rouge

S. F. Kleinpeter, building and ground maintenance supervisor at Baton Rouge, retired November 1.

He has been with GSU for more than 42 years.

Mr. Kleinpeter joined the Company as a lineman in 1925. He was later in the meter and service department and spent 25 years on the trouble truck before becoming maintenance supervisor for the main office in Baton Rouge in 1956.



S. F. Kleinpeter

The Hope Villa, La., native is a graduate of Oak Grove High School.

He is married to the former Flavia Bullion of Dutchtown. They have a daughter, Sammye K. Felps and two grandchildren, Laura and Leslie.

The Kleinpeters attend the First Baptist Church in Baton Rouge and Mr. Kleinpeter is a member of Capitol Lodge No. 399.

Mr. Kleinpeter noted upon his retirement that he has been very well pleased with the company throughout his career and that he has always liked his work. Fishing, hunting, and gardening make up his retirement plans.



## Two T&D Changes Announced

# Three Men Are Promoted In Beaumont Division

Three promotions in the Beaumont Division occurred in November.

Effective November 1, Joseph W. Flanigan, Jr., formerly meter foreman, Beaumont T&D, was transferred to the system operations department and promoted to administrative assistant; Charles I. Saunders, formerly primary and special tester in Orange T&D, was transferred to Beaumont and made meter foreman; and Reid W. Tevis, formerly shift supervisor at Neches Station, became operation supervisor there.

Mr. Flanigan joined GSU in 1946 as a helper in the line department in Beau-



**Joseph Flanigan** man in 1960 and meter foreman in Beaumont in 1965.

He is a native of San Angelo, and a graduate of Harlandale High School in that city. Mr. Flanigan received his B.B.A. degree in management this year by attending night classes at Lamar Tech.

He was in the U. S. Army and Air Force from 1940-46 serving as a bomber pilot in the Western Pacific for one year during World War II.

He is married to the former Mary Miller of Eunice, La. They have six children, Mrs. William Dixon, Sharyn, 20, Janet, 17, Joey, 12, Susan, 10 and Danny, 7.

They attend St. Piux X Catholic Church in Beaumont.

Mr. Saunders joined Gulf States in Orange as a shop and field tester in the meter department in 1951. He was later

promoted to secondary power tester and in 1957 was named primary and special tester in T&D.



**Charles Saunders** U. S. Navy.

He is fire chief of the West Orange Volunteer Fire Department and serves as president of the Orange County Volunteer Fire Department Association.

He has also served on the board of directors for the West Orange Explorer Post.

Mr. Saunders is married to the former Dolores Boudreaux. They have eight children, Kitty Ann, 19, Charles, 18, Donita, 16, Patricia, 13, Raymond, 9, Robert, 6, Sue, 5 and Matthew, 3 months. They attend St. John's Methodist Church.

Mr. Tevis joined Gulf States in 1929 at Neches Station after working during his summer school vacations for GSU at the Port Arthur ice plant. He progressed through several positions and was made shift supervisor in 1956.



**Reid W. Tevis** He is a native of Beaumont and his great-grandparents were Noah and Nancy Tevis, original settlers of Beaumont.

Mr. Tevis is married to the former Anna Uehlinger of Corpus Christi. They have three children, Mrs. John E. Clark of Austin, Mrs. G. C. Scott of Beaumont and Ronald Reid Tevis, a student at Sam Houston State College.

Mr. Tevis is an elder of the session at Westminster Presbyterian Church.



A hydraulic equipment operators training course was held in all five divisions recently. Pictured above is the Beaumont group which attended the course. The program, presented by the Utility Equipment Company, ran October 23-November 3.

## Relatives In Viet Nam? Inform Plain Talks

Two Sabine area television newsmen will leave November 30 for a two week visit to Viet Nam.

Purpose of the trip is to interview, using motion pictures and tape recorders, servicemen from some of the Texas and Louisiana areas we serve. The results will be used to prepare a special company sponsored television program to be seen in the Sabine area and in Baton Rouge in January.

Gulf Staters with relatives serving in Viet Nam may forward their names and addresses to **Plain Talks** so that the news team can try to locate them for interviews.

The interviewers are Charles Pearson and Allie Martin of Beaumont's KBMT-TV news staff.





## LOUISIANA STATION



The girls at Louisiana Station extend a hearty "welcome back" to Mrs. Alfrieda Mitchell Henderson on her return to Baton Rouge and to the station. Pictured, from left, are Donna Parsons, Pauline Miller, Mrs. Henderson, and Jackie Busceme.



Congratulations to Mr. and Mrs. Marshall R. Hayes on the birth of their daughter, Kathleen Suzanne, born Sept. 22, in Hammond, La. Marshall has been an Auxiliary Operator at Louisiana Station for eight months. Above, Mrs. Hayes holds Kathleen.

Mr. and Mrs. Raymond Vice are the proud parents of a baby son, Jean Raymond born on October 12. Raymond is an auxiliary operator in Baton Rouge.

Congratulations to Mr. and Mrs. Stephen Blair on the birth of their son,

Russell Stephen, born October 11. Stephen is an auxiliary operator in Baton Rouge.



Some sixty friends and associates honored Sammy Kleinpeter at a retirement party held in his honor at Louisiana Station October 25. Mr. Kleinpeter, shown standing at right with J. W. Kirkland, division manager, received a portable television and several other fine gifts.

*Donna Parsons*

## MID COUNTY

Congratulations to Mr. and Mrs. Calvin Carouthers on the birth of their daughter Carmen DeNell, October 5. Calvin is a meter reader.

*Elizabeth Whatley*



Contact representatives for the successful United Appeals Campaign conducted in the Orange and Sabine Station areas are pictured above with their Fair Share Award. They are from left at rear: Dennis Forston, Luther South, and James Dickerson, all of the line department. From left at bottom are: Joyce Wilson, accounting department, Audrey McDonald—drive chairman, accounting department, Wisner Boudreaux, Sabine Station, Larry Gurney, Sabine Station, and Verniece DeLeon, accounting department.

*"Doc" Charlton*

## LAFAYETTE

A hearty welcome is extended to our new Residential Sales Representative, Burton G. Duhon, who joined our Company on October 30. Burt hails from Broussard, La.

Vacationing on the golf course recently was Denis Dugas, residential sales representative. He said he was trying to improve his score but he wouldn't tell us from what score to what.



Bobbie Denais was named Secretary of the Day for Oct. 9 by radio station KPEL in Lafayette. She received a lovely floral arrangement and a gift certificate which she holds above. Bobbie is Departmental Clerk in Sales.

Catching up on household chores around the house was how Barbara Meaux, customer clerk in accounting, spent her recent two week vacation.





Pictured above is Henry Lignon, meter reader and chairman of the UGF drive in Lafayette, presenting the ten year UGF award for 100% participation to J. W. Lamm, district superintendent. Other members of Mr. Lignon's committee are Lester Gautier, senior engineering assistant, Horace LaCombe, residential sales representative, Garland Lege, apprentice in T&D, and John Hollier, meter reader. Through the efforts of this group the average employee contribution was increased 30 percent over last year.

Congratulations to the George A. Hickman's on the birth of a son, Ted Asa, on September 22, George is a Senior Engineering Assistant in Beaumont T&D.

Congratulations to the Edwin A. Grimshaw's on the birth of a baby boy, Sean Edwin, on September 5. Ed is a Beaumont T&D Engineer.

*Bobbie Denais*



The lovely ladies above are, left, Mrs. Tite Baudin and Mrs. Claude Patin. No they don't always dress this way, they are pictured as they participated in the Cajun Wedding, a fund raising event held to buy gym equipment for Acadian Elementary School. Mr. Baudin is dispatcher at Lafayette and Mr. Patin is garage mechanic. Also taking part in the show but not pictured was Mrs. Norton Zeringue, wife of Substation-man Norton Zeringue.

*Suzanne M. Champagne*

## SILSBEE



Vic Norvell and his sons Brad and Wade got their limit of doves over the Labor Day weekend as evidenced by this photo. At left is Brad who worked in the customer accounting department this summer and who is now playing on the freshman football team at Texas A&M, Wade, Vic and the Mexican retriever Gilbert.

A. G. Mashburn, engineering assistant, made a fast weekend trip to Mobile, Ala., recently to visit his mother who became 90 years of age this month.

*Maxine Bell*

## BEAUMONT

Curtis Reel (recently promoted to Primary & Special Tester and transferred from Beaumont T&D to the Orange District) and his wife, Nancy Stephenson Reel, formerly of the Corporate Finance Department, are the proud parents of a 7 lb. son, Ricky Alan, born Monday, Nov. 6, 1967, in St. Elizabeth's Hospital. They have two other sons, Gary Curtis and Michael Keith. We will all miss Curtis here in the Beaumont Service Center, but we want to wish him and his family the very best.

*Jo Anne Landry*

A spaghetti supper was held Oct. 16, at the home of Mrs. Carl McLemore in honor of Peggie Stout. Peggie, who has been in the records department for ten years, was recently promoted to electronic data processing librarian.

*Barbara Freeman*

Congratulations to Mr. and Mrs. Ronald D. Cunningham on the birth of their 7 pound 13 ounce girl Vicki Jo, Oct. 21. This is the second child for the Cunninghams who have a three-year-old son named Darrell.

Mr. Cunningham is an internal auditor and Mrs. Cunningham is former GSU employee Nancy Rinando.

*Betty Scanlon*



Seems somebody told Bob Collier, system industrial engineer, that vegetable pears wouldn't grow this side of the Sabine River. Wonder what that strange looking vine covering Bob's back fence is.

*Mary Schlicher*





Admiring the shiny new engagement ring slipped on Glenda Dunn's finger by Thomas Andrus November 9, are from left Nita Lacombe, Darla McMurray, and Glenda Vanover. All of the girls work in the purchasing department.

*Darla McMurray*

A surprise pantry shower was given November 10 for Margie Moses, tab machine operator in information and data services. Margie, who will marry Gary Tiver November 23, received groceries wrapped in brown paper bags and napkins.

*Kathi Amerine*



A happy birthday wish and a cake went to Betty McLean, senior steno in budget and estimating, November 10 from her fellow employees.

The second floor would like to "welcome back" Bernice C. Mott, general clerk—Plant Accounting, after his extended illness.

—Lynn Hardy

## BATON ROUGE



A retirement party was held Oct. 30 at the North Blvd. office for Mrs. Jessie Braud. Friends and associates gave her a blender, a wrist watch and a camera as tokens of their feelings. At the table from left are J. W. Kirkland, Marcus Andrews (standing), Bill Goff, Mrs. Braud, Mr. Braud, her husband, Mrs. J. R. Braud, her daughter-in-law, J. R. Braud, her son.



PFC Bernard L. Campo III, son of Ben Campo, building and grounds maintenance supervisor, main office, is currently undergoing training at a U. S. Marine Corps electronics school in San Diego, Calif. Bernard began a four-year enlistment in May.

*Laura Fussell*



Cutting the cake at her retirement party is Marcia Hammond. The retiree was presented with a gift certificate.

## NECHES STATION



Sweetheart of the Silsbee High School Tiger Band for this year is pretty Miss Dianne Littlepage daughter of Carl A. Littlepage, master test technician. A band member for six years, Dianne is section leader of the French horn players. She is also a member of the Future Secretaries Club and was senior class homecoming princess.

*Betty Neville*



Pictured above are three special education classes with toured Sabine Power Station November 8. Both teachers and students seemed very interested in the plant and discussed what they had seen enthusiastically when they went to the plant assembly hall for cookies and soft drinks following the tour.

*C. A. Ibach*